



An aerial photograph of a modern, multi-story building with a glass facade and a rooftop pool area. The building is illuminated from within, showing various interior spaces. A car is parked on the street in front of the building, and a few people are visible on the sidewalk.

## Introduction

The Arts at 5<sup>th</sup> & I is developed for the more involved, more evolved individual. Those who view their lives not in eight-hour shifts or 40-hour weeks, but as a seamless trajectory of experiences. Open minded, stylish and worldly. The Arts at 5<sup>th</sup> & I is designed to raise eyebrows, delivering what you expect & anticipating what you don't...it's all about you.



## Team Members



shalom baranes associates

architects

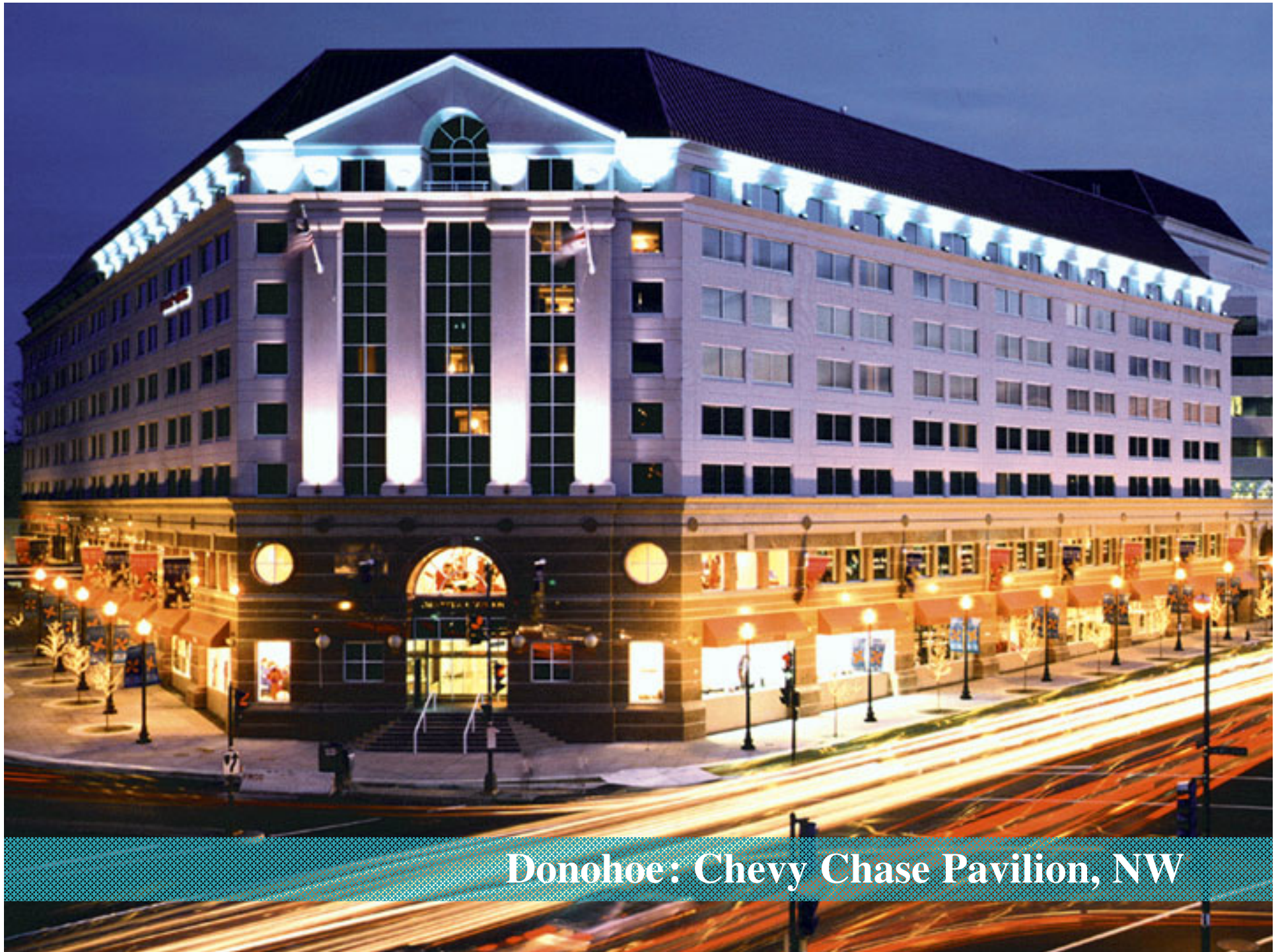
## Team Members



- Team's Managing Member
- Founded in Ward 6 in 1884
- CBE (12 points)
- Employees 1,200 local residents
- \$250,000,000 of direct investment to the city
- Has developed affordable housing throughout DC area
- Builder of 40 hotels in the DC area







Donohoe: Chevy Chase Pavilion, NW





**Donohoe: Residence Inn Capitol, SW**

## Team Members



- 88 completed projects internationally
  - Georgetown Papermill
- 40 years of experience in the real estate industry
- Focus on urban developments
- Transforms overlooked sites into quality living environments
- Development of 3 DC hotels including Georgetown Inn and Normandy Inn







**Holland Development Group: The Papermill, Georgetown**



## Team Members



- DC based company and DC resident
- 15 years commercial/residential real estate experience working with the DC neighborhood and the DC Government
- Over 5 million SF of residential/commercial development
- Community relations experience



**Harris Development: 1350 Connecticut Avenue, DC**



## Team Members



**SPECTRUM MANAGEMENT, LLC**

- LSDBE certified, Established in 2000
- Located in the Heart of Ward 6
- Asset, property management and development company
- Currently won the Comprehensive Asset and Property Management RFP for DC
- Community development coordinator for this project
- Spectrum's president is vested in Ward 6's development through commercial and residential projects.

# Team Members

shalom baranes associates architects

- Founded in 1981 in Washington, DC
- Professional architectural firm with 125 personnel
- CBE (2 points)
- Primary focus on urban context of Washington, DC
- Major downtown redevelopment projects include:
  - Old Convention Center Site
  - Waterfront (Old Waterside Mall)
  - O Street Market
  - Southeast Federal Center
  - Capital City Market
  - 800 F Street
- Over 20 million SF designed in past 20 years
- Extensive multi-unit residential experience







**Shalom Baranes: 1875 Pennsylvania Ave, NW**





**Shalom Baranes: American Geophysical Union HQ, DC**







Shalom Baranes: 912 F Street, NW





## ME by Melia

ME

BY MELIÀ

- Sol Melia, the brand owner, is a proven company with 350 hotels, 85,000 rooms in 30 countries on 4 continents
- Helped transformed urban areas from high-crime areas to safe, secure neighborhoods;
- International clientele
- Guests also travel to major US cities
- Proven record of commitment to sustainable development including building, operations and management



## ME by Melia

ME

BY MELIÀ

ME by Melia attracts:

- Fashionable, cultural interests
- Strong loyalty to the brand
- New visitors to DC
- Contemporary Resorts & Urban Hotels
- Cabo, Cancun & Madrid
- 4+ star hotel
- 174 double rooms including suites





ME by Melia, Madrid





**ME by Melia, Madrid**



# Boisdale



## BOISDALE

- Destination neighborhood bar, restaurant and jazz club
- Eclectic style appealing to different ages and groups
- 150 new jobs
- Total Annual Tax Projected: \$3,326,250
- Source for Local produce, prepared to Boisdale standard
- 9,600 square feet
- Seating capacity 200, including restaurant
- Acoustic Installation for reduction in noise transmission
- Parking available at Hotel/Valet service











# Cappuccinos

- Unique urban café offering international, full-service, breakfast and lunch with a take-away menu
- Fresh juices, a diverse selection of coffees and teas, homemade milkshakes, salads, baguettes and more
- Indoor and outside terrace seating available
- Pet friendly



## The Residences

- Sustainable design and construction
- Flexible living space
- Modern layouts that reflect the contemporary design of the building exterior
- Rooftop pool and amenity space
- Room service and laundry by Melia
- Concierge service





# Architecture

- LEED Silver
- Sustainable Design
  - Installation of a green roof to reduce urban heat island effect and filter storm water
  - Utilization of high-efficiency mechanical systems to minimize energy consumption
  - Providing increased fresh air into the building
  - Employing water efficient plumbing fixtures
  - Installing bicycle parking well beyond code

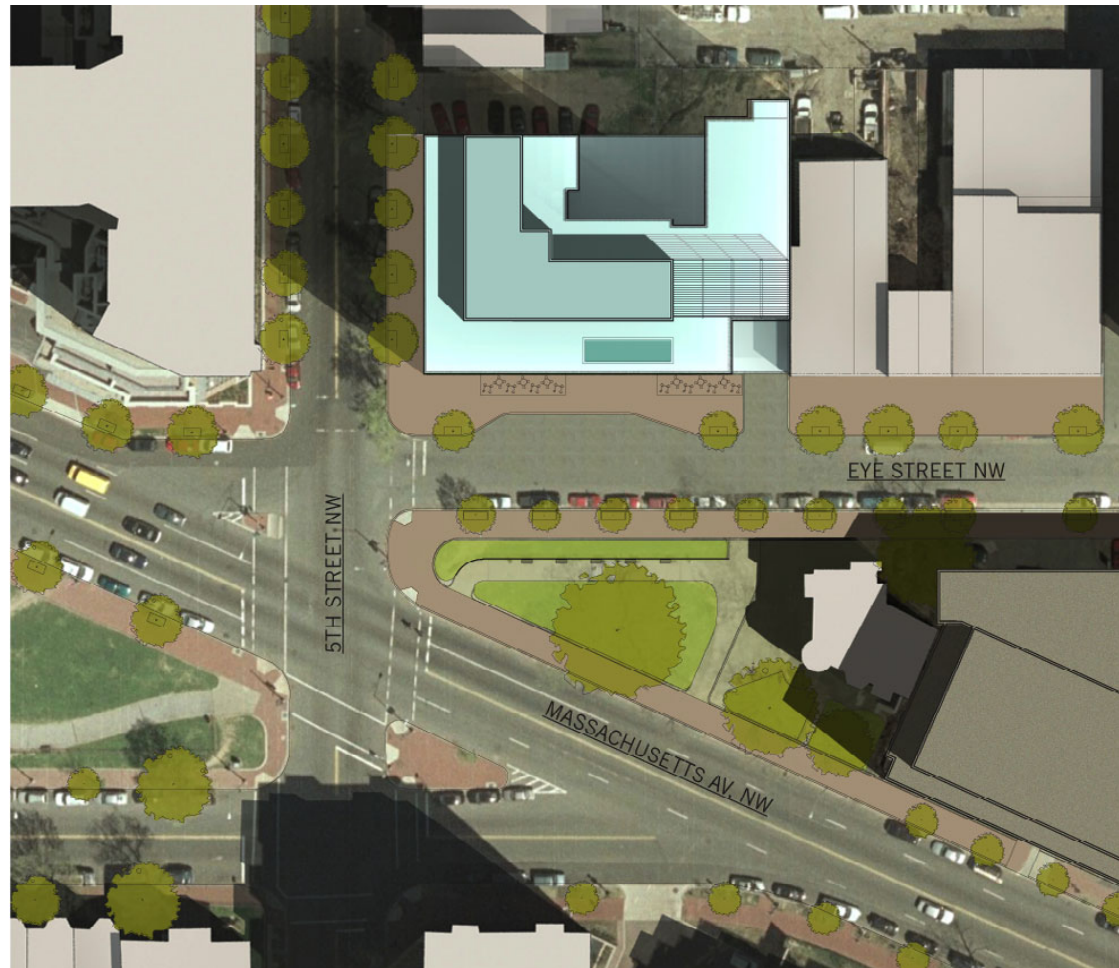
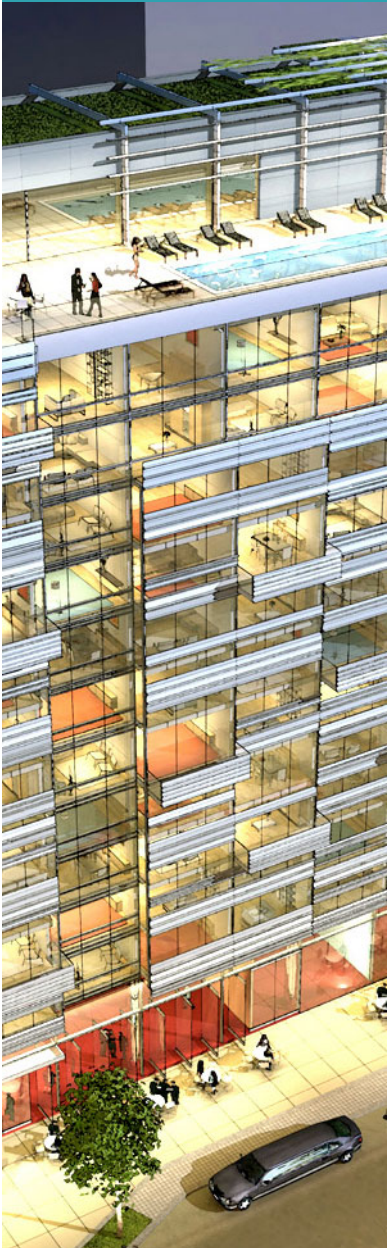


# Architecture

- Urban Design
  - Defines the street walls along 5th and I
  - Provides a backdrop to the improved park on Massachusetts Ave
  - Deep sidewalk on I provides ample space for both pedestrians and sidewalk restaurant seating
  - Balconies and roof terrace enliven the urban environment
- Architectural Design
  - Contemporary design
  - Rich and layered facade cladding
  - Open and accessible retail and hotel ground floor



## 5th & I Street: Site Plan







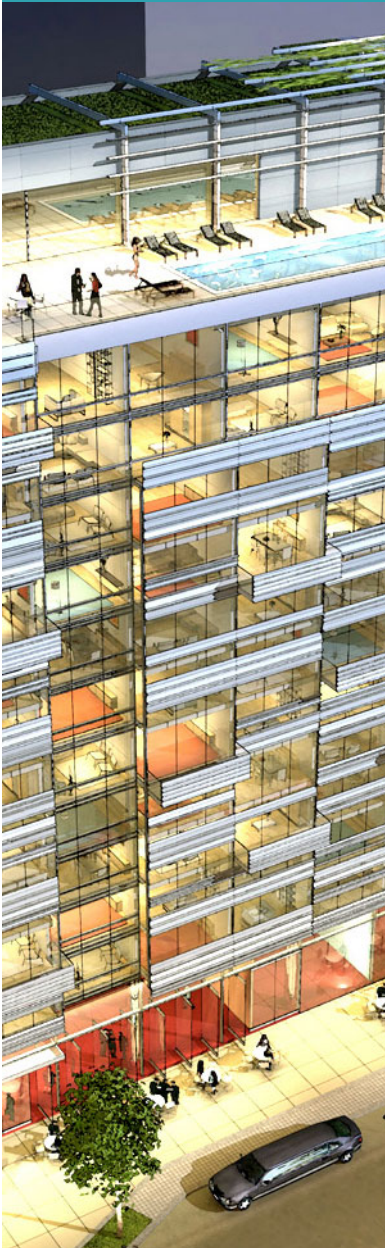
5th & I Street - Perspective





5th & I Street - Perspective

# 5th & I Street: Ground Floor Plan



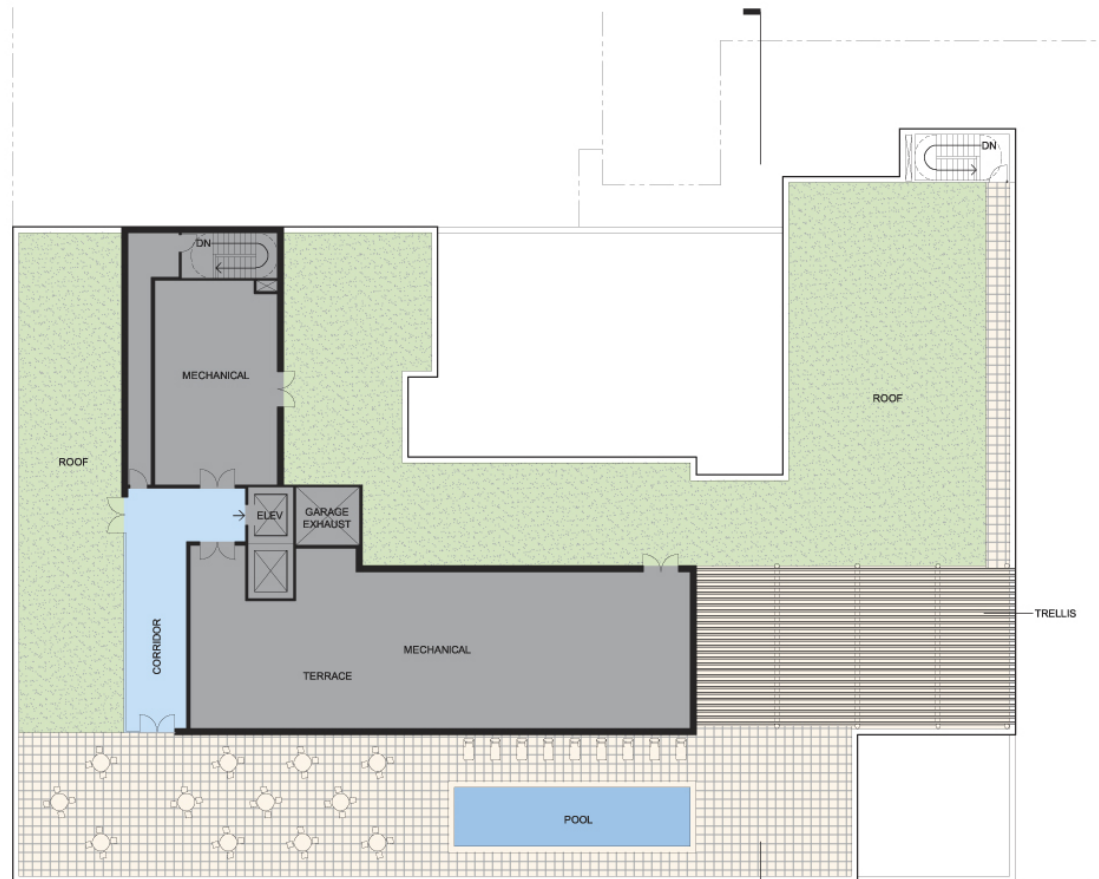
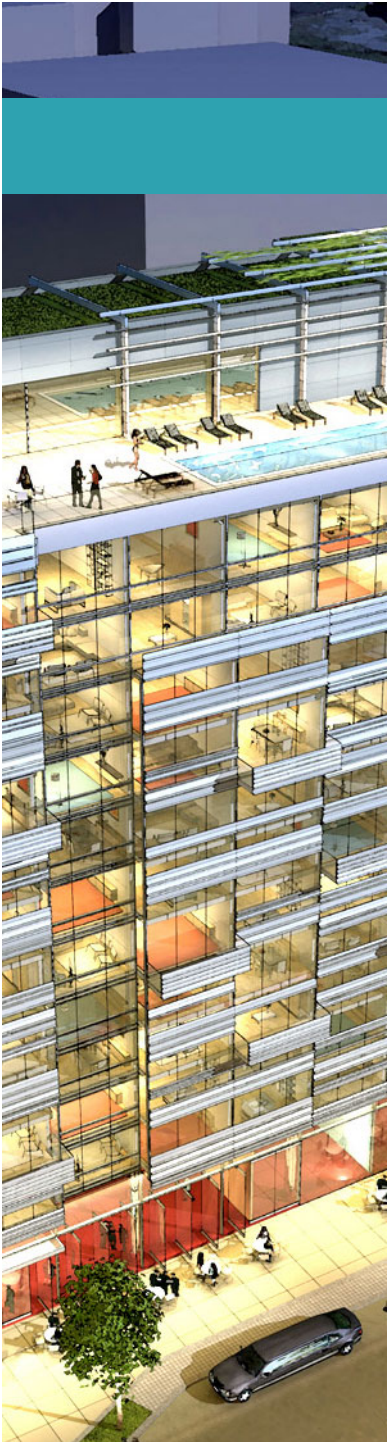




Shalom Baranes: The Ritz-Carlton Hotel & Residences, Georgetown



## 5th & I Street: Roof Level

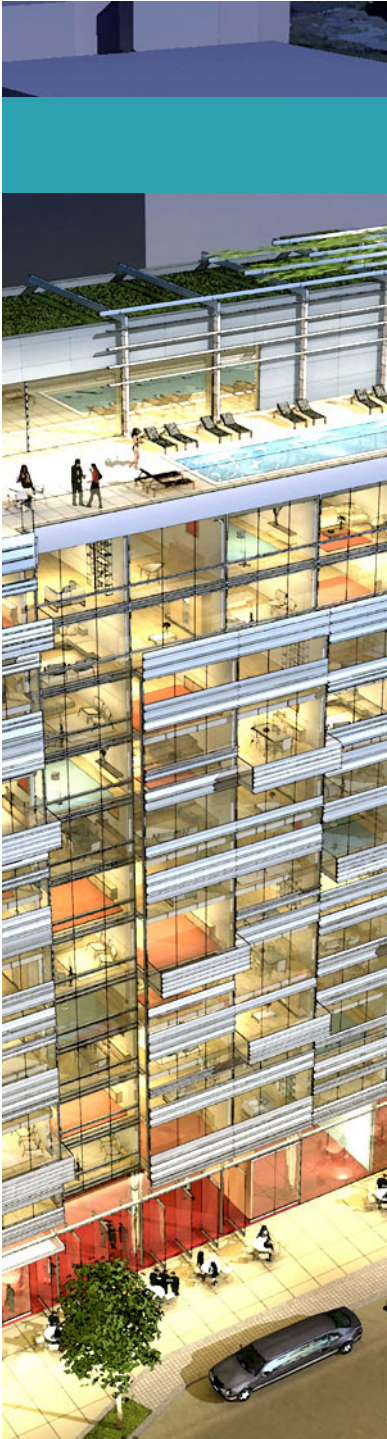






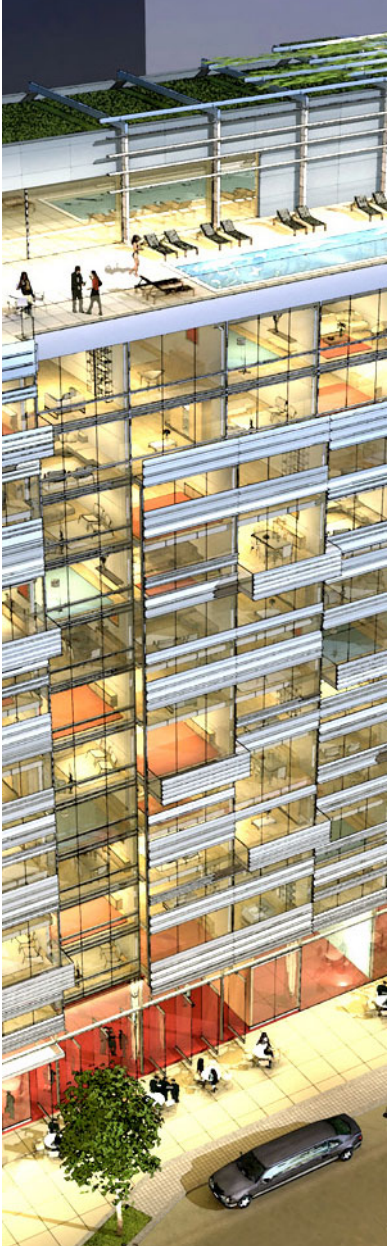


# Green Roof / Storm Water Treatment

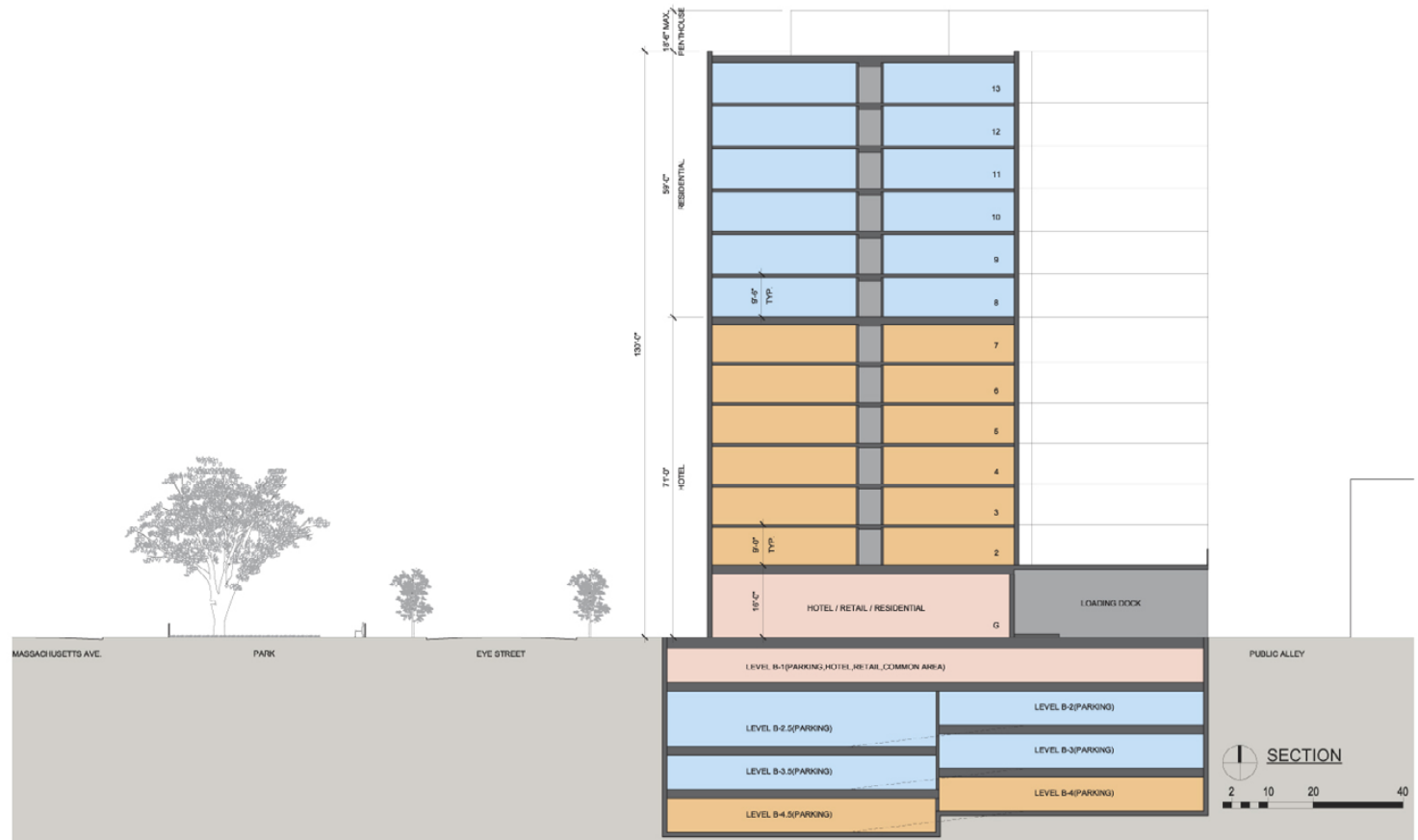
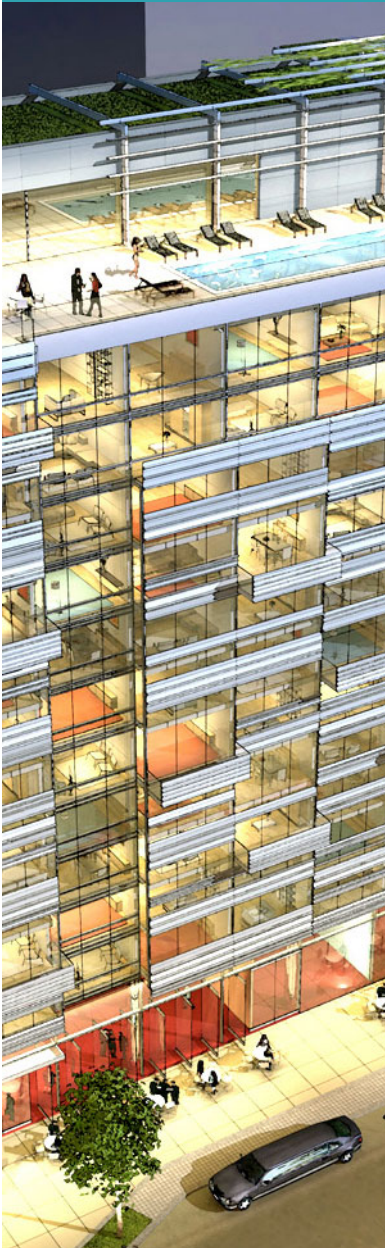




# Sun Shading Devices

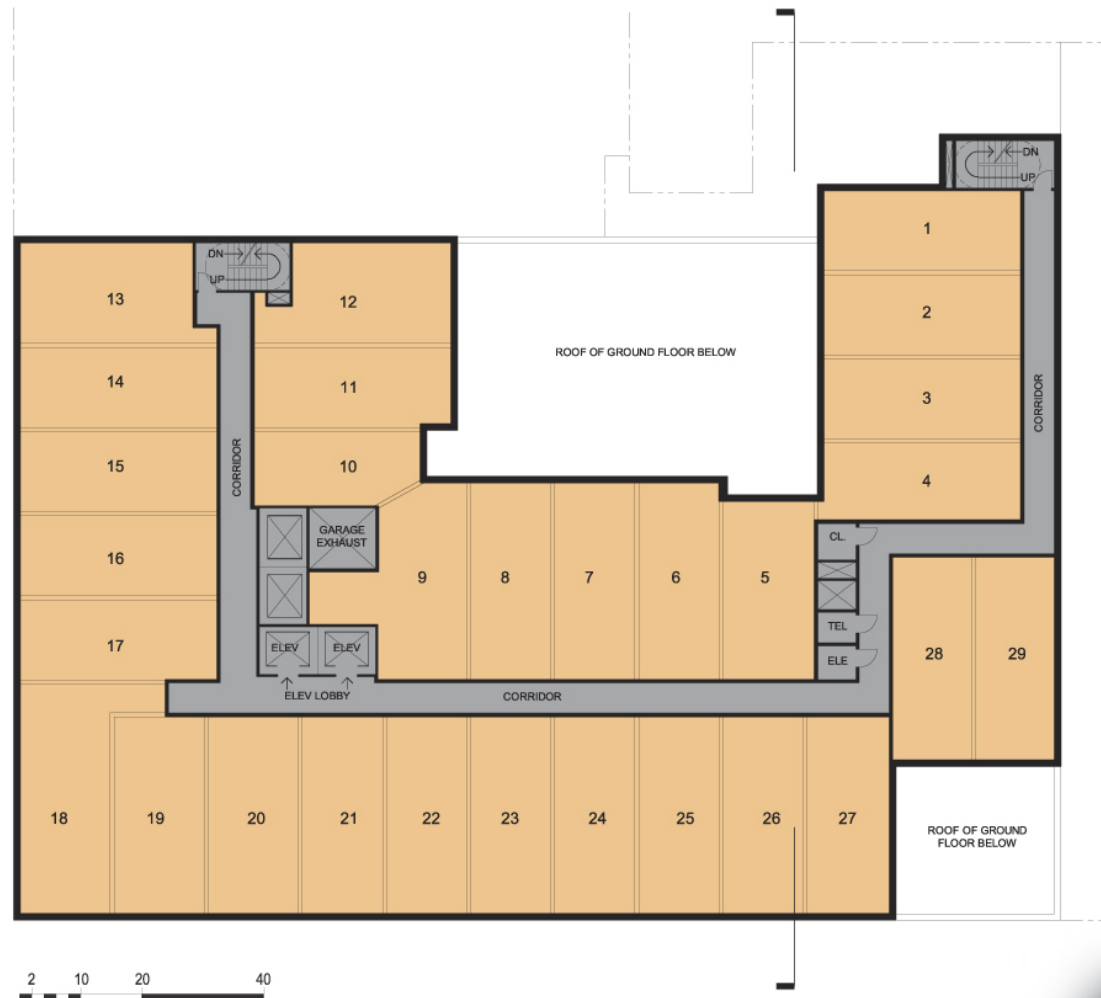
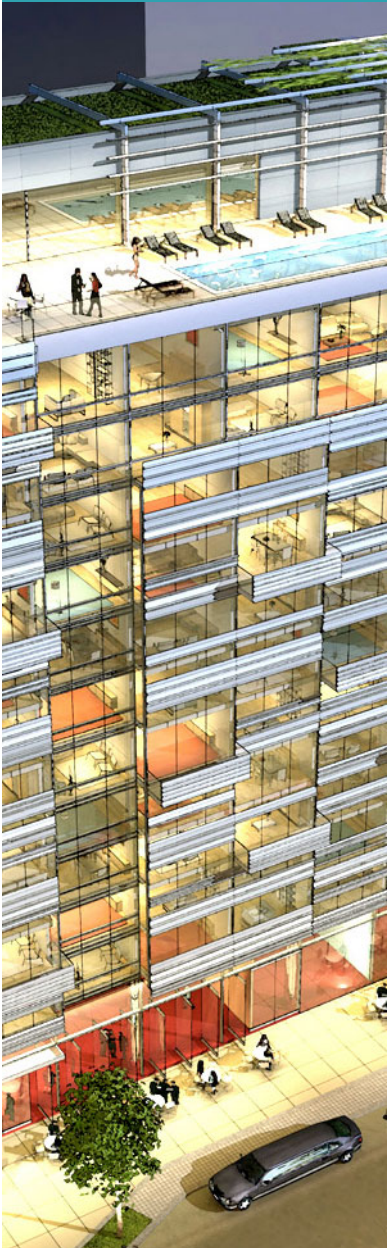


## 5th & I Street: Section

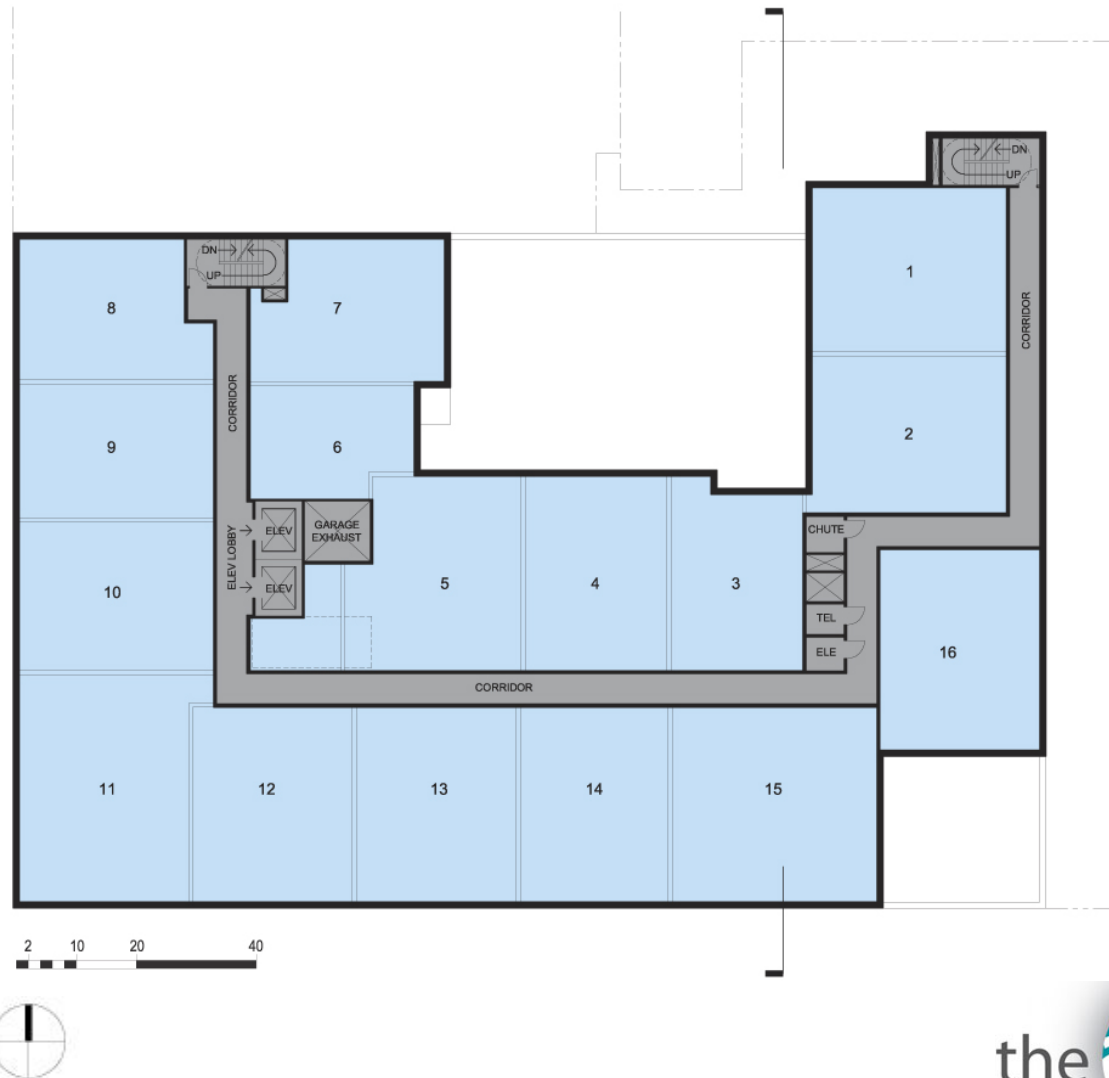
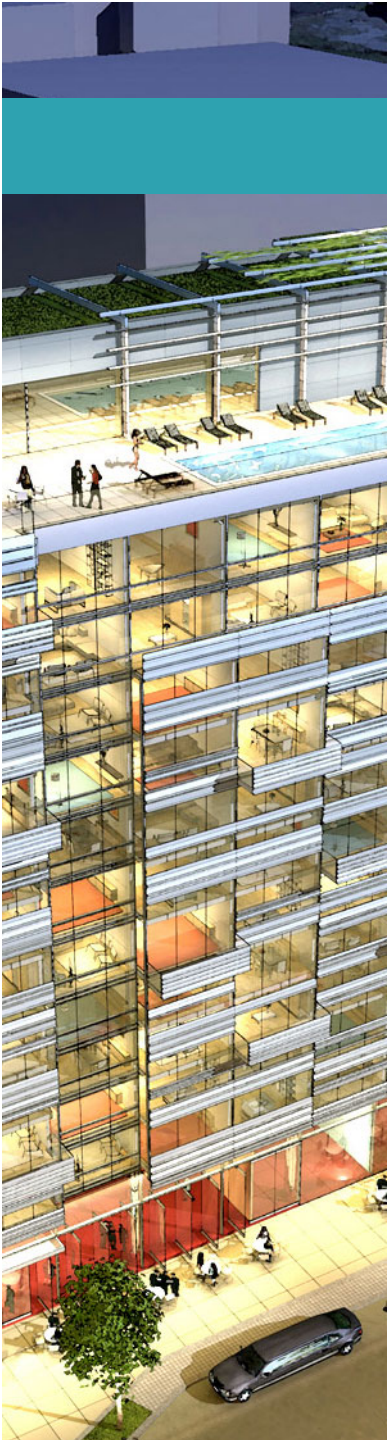




## 5th & I Street: Hotel Floors 2-7

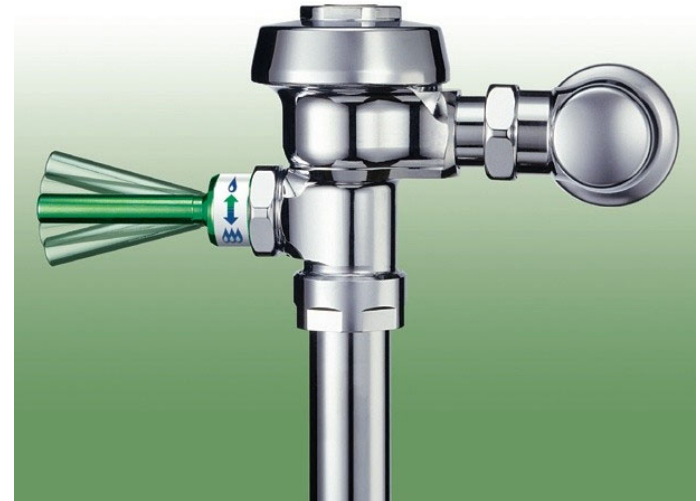
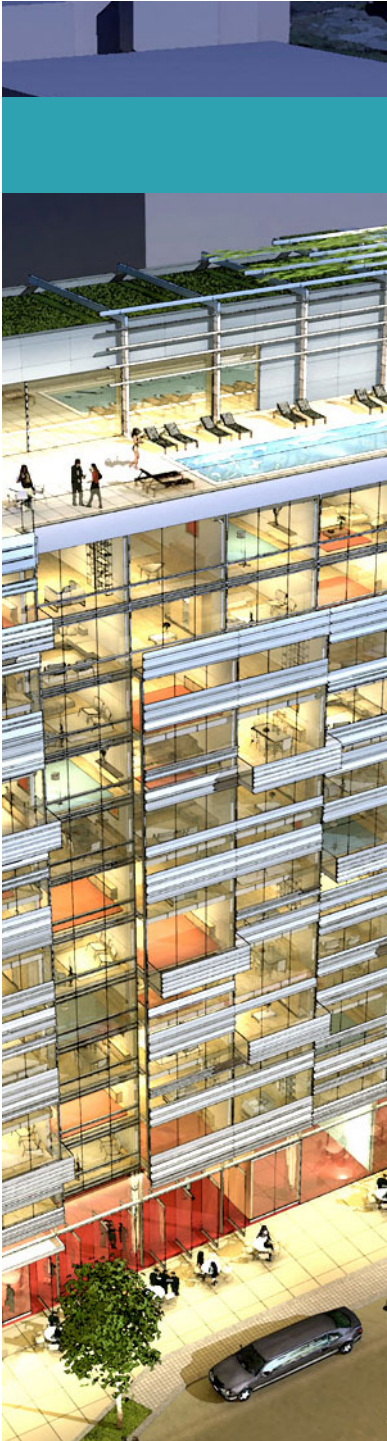


## 5th & I Street: Residential Floors 8-13

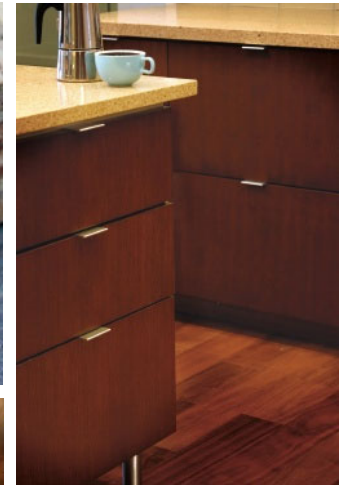




# Energy Efficient Fixtures



# Sustainable Materials







**Shalom Baranes: Old Convention Center Site**





Shalom Baranes: Burnham Place, DC





**Shalom Baranes: 1100 South Capitol Street, DC**





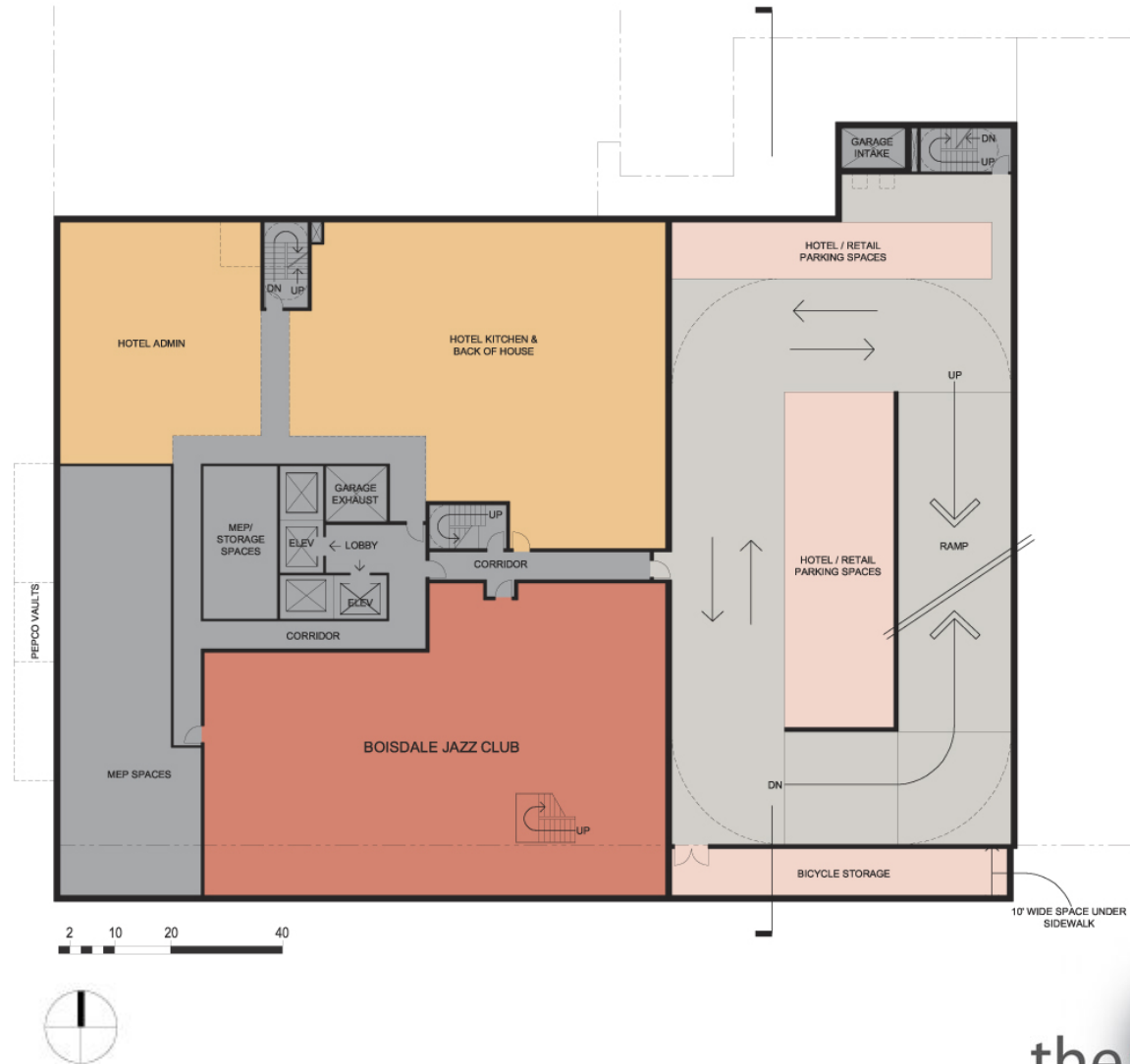
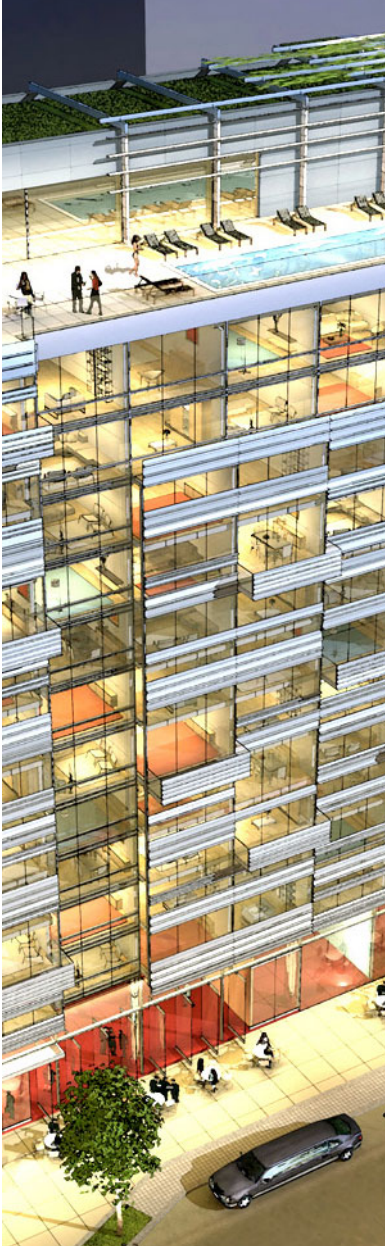
**Shalom Baranes: 1111 North Capitol Street, DC**





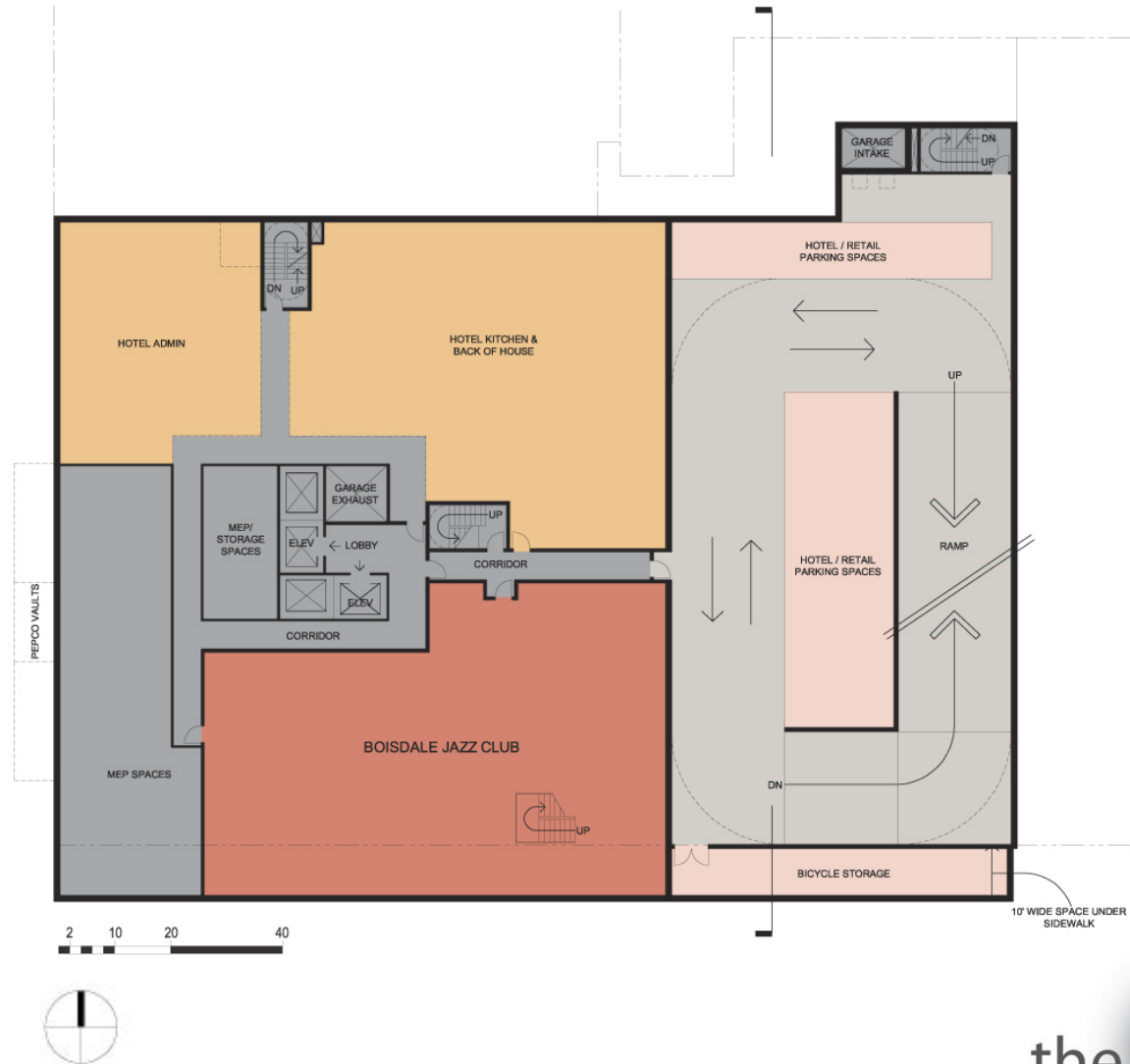
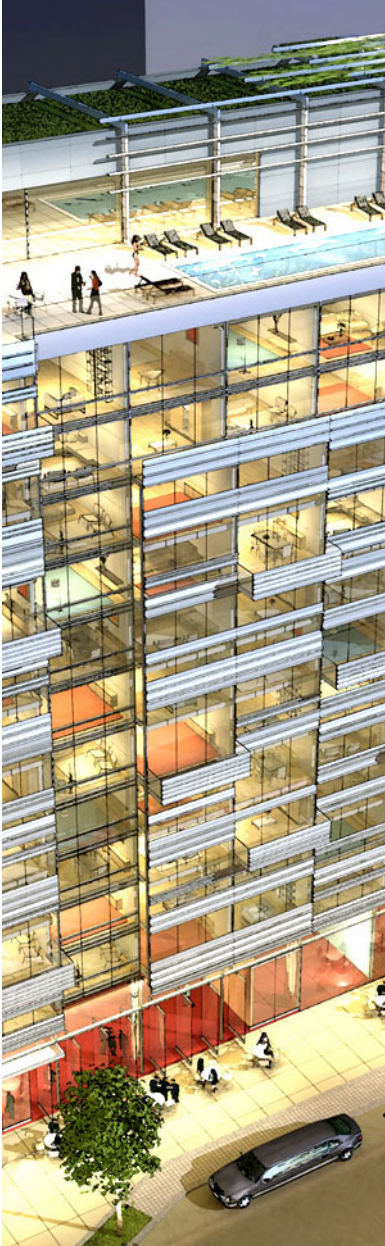
**Shalom Baranes: 22 West – Square 71, DC**

## 5th & I Street: B-1 Floor

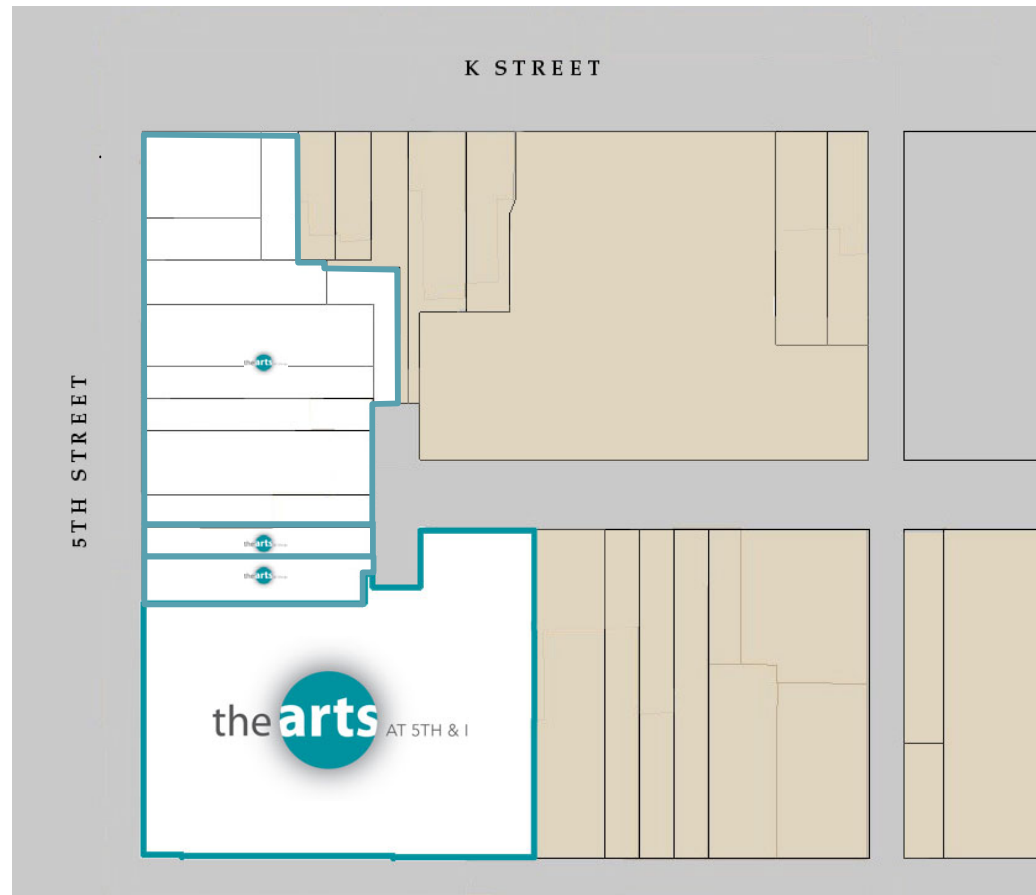
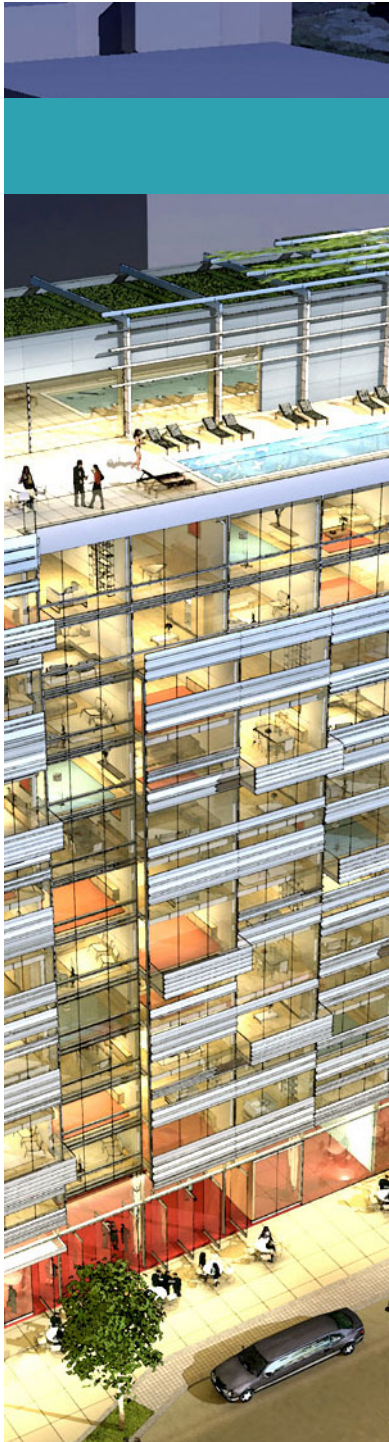




## 5th & I Street: B-2 & B-3 Floors



# Assemblage







# Assemblage

- If awarded the site by the District, The Arts at 5th & I will seek to incorporate the parcels on 5th Street to the north
- This would allow for a continuity in design that will be expressed by setbacks, similar structural bays, common floor to floor heights, materials and design lines.



# Economic Impact

- Construction jobs on this project:
  - Quality jobs
  - \$112 million in development to the neighborhood
  - 200 full-time construction jobs
  - 40% minimum to District and Ward 6 residents



# Economic Impact

- Project Example: The Ellington



- Built by Donohoe Construction
- Apprenticeship Program
- First Source Agreement
- CBE Requirements

# Economic Impact

- Hospitality/Apartment Management jobs on this project:



- Quality jobs
- 210 permanent jobs
- Additional jobs with additional retail frontage





# Social Impact

- Jobs for DC residents:
  - First Source for construction jobs
  - First Source for permanent hospitality jobs at opening
  - Preference for DC residents going forward
- LSDBE Partner
  - Existing Ward 6 company
  - 20% development participation (1% of total ex. land)
  - 20% equity participation
  - 100% residential asset management
  - LSDBE team member not to be diluted for other team members

## Social Impact

- Donohoe is a founding member of the DC Students Construction Trades Foundation, which created the Cardozo Academy of Construction & Design at Cardozo High in 2005:



- \$2 million public-private partnership
- First classrooms of this type in 40 years
- Currently enrolled: 100 students
- Dedicated facility space
- Vocational programs, apprenticeships, permanent employment
- Students train in carpentry, electrical and HVAC
- Mentorships, shadowing and tours

*Photo courtesy of The Washington Post*



## Social Impact

- Donohoe is a primary supporter of Hospitality High School, housed at Roosevelt High:



- Contributed a \$750,000 gift to build out the brand new facility at Roosevelt High
- Nearly a 100% graduation rate
- Donohoe also employs H. H. graduates

*Photo courtesy of dc.gov*



# Social Impact

- Community Development Plan
  - House of Ruth
  - Rosedale Youth Institute
  - DC Boys & Girls Club
  - Improved pedestrian safety
  - Upgraded park design with WiFi



# the arts AT 5TH & I

*Presentation designed and produced by The Ad Agency, Inc., a strategic research, marketing, advertising, design and public relations agency that is LSDBE certified in the District of Columbia.*  
*[www.theadagency.com](http://www.theadagency.com)*